

# ORDER



Orders	Order / Rev:	184271	
Alt Order #:			
Product Desc:	RNC		
Estimate:	2988		
Flight Dates:	08/11/12 - 08/17/12		
Original Date / Rev:	08/09/12 / 08/09/12		
Order Type:	GENERAL		
	Primary AE:	David Lombardo	
	Sales Office:	EWSDC	
	Sales Region:	NAT	
Agency	Name:	<b>National Media Research Planning &amp; F</b>	
	Buying Contact:		
	Billing Contact:		
	815 Slater Lane		
	Alexandria, VA 22314		
	Billing Type:	Cash	
	Billing Calendar:	Broadcast	
	Billing Cycle:	EOM/EOC	
	Agency Commission:	15%	
Advertiser	Name:	<b>Issue/RNC</b>	
	Demographic:	A25-54	
	Product Codes:	PL23-Issue/Prop	
	Priority:	P2	
	Revenue Codes:	POL, POL, ISS	
	New Business Thru:		
	Order Separation:	00:05:00	
	Advertiser External ID:		
	Agency External ID:		

**Bill Plan**

Start Date	End Date	# Spots	Totals		Rating		
			Month	# Spots			
07/30/12	08/17/12	47	\$40,100.00	\$34,085.00	0.00		
			August 2012	47	\$40,100.00	\$34,085.00	0.00
			Totals	47	\$40,100.00	\$34,085.00	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 1	KMGH	08/13/12	08/17/12	GMA M-F 7-9A / KMGH CA	7A-9A		11111--	:30	5	\$700.00	P2	0.00	NM	5	\$3,500.00	
GMA M-F 7-9A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12																
		08/13/12	08/19/12	11111--		5				\$700.00		0.00				
N 2	KMGH	08/12/12	08/12/12	ABC GMA SUN	CA	Sun GMA	6A-7A	--S	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
GMA SUN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12																
		08/06/12	08/12/12	11111--S		1				\$200.00		0.00				
N 3	KMGH	08/12/12	08/12/12	7A-8A SUN MORN NEW	CA	7A-8A		--S	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
7A-8A SUN MORN NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12																
		08/06/12	08/12/12	-----S		1				\$250.00		0.00				
N 4	KMGH	08/12/12	08/12/12	9A-10A SUN MORN NE	CA	9A-10A		--S	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
9A-10A SUN MORN NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12																
		08/06/12	08/12/12	-----S		1				\$450.00		0.00				
N 5	KMGH	08/13/12	08/16/12	Millionaire 930A	CA	930A-10A		11-1---	:30	3	\$425.00	P2	0.00	NM	3	\$1,275.00
Millionaire																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12																
		08/13/12	08/19/12	11-1---		3				\$425.00		0.00				
N 6	KMGH	08/13/12	08/17/12	11A-12P News/KMGH	CA	11A-12P		11111--	:30	5	\$450.00	P2	0.00	NM	5	\$2,250.00
11A-12P News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12																
		08/13/12	08/19/12	11111--		5				\$450.00		0.00				

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**KMGH**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 7	KMGH	08/13/12	08/17/12	5-530P News M-F/KMGI CA 5-530P News		5P-530P	11111--	:30	5	\$800.00	P3	0.00	NM	5	\$4,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 08/13/12    08/19/12    11111--    5    \$800.00    0.00																
N 8	KMGH	08/12/12	08/12/12	5pm News Sunday CA 5pm News Sun Local News		5P-6P	-----S	:30	1	\$375.00	P3	0.00	NM	1	\$375.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 08/06/12    08/12/12    -----S    1    \$375.00    0.00																
N 9	KMGH	08/13/12	08/17/12	6p-630p JEOPARDY (MCA 6P-630P JEOPARDY (M-F)		6P-630P	11111--	:30	5	\$1,700.00	P3	0.00	NM	5	\$8,500.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 08/13/12    08/19/12    11111--    5    \$1,700.00    0.00																
N 10	KMGH	08/13/12	08/17/12	630-7P WHEEL (M-F) CA 630-7p WHEEL (M-F)		630-7P	1- 1- 1--	:30	3	\$1,600.00	P3	0.00	NM	3	\$4,800.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 08/13/12    08/19/12    1- 1- 1--    3    \$1,600.00    0.00																
N 11	KMGH	08/14/12	08/14/12	ABC Tue C NY MED		CA	9P-10P	-T----	:30	1	\$3,000.00	P2	0.00	NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 08/13/12    08/19/12    -T----    1    \$3,000.00    0.00																
N 12	KMGH	08/12/12	08/12/12	ABC Sun C CA Extreme Makeover: Weight Los:		8P-10P	-----S	:30	1	\$3,000.00	P2	0.00	NM	1	\$3,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 08/06/12    08/12/12    -----S    1    \$3,000.00    0.00																
N 13	KMGH	08/13/12	08/17/12	10P NEWS - M-F/SU CA 10P NEWS (M-F/SU)		10P-1037P	11111--	:30	5	\$1,400.00	P2	0.00	NM	5	\$7,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 08/13/12    08/19/12    11111--    5    \$1,400.00    0.00																
N 14	KMGH	08/13/12	08/17/12	Jimmy Kimmel CA Jimmy Kimmel		11:03P-12:07A	11111--	:30	5	\$200.00	PREE	0.00	NM	5	\$1,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 08/13/12    08/19/12    11111--    5    \$200.00    0.00																
N 15	KMGH	08/13/12	08/17/12	M-F 12:07A (M-F) M-F 1207AM (M-F)		12:07A-12:37A	11111--	:30	5	\$100.00	P3	0.00	NM	5	\$500.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 08/13/12    08/19/12    11111--    5    \$100.00    0.00																
Totals													47	\$40,100.00		